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**KDL-40EX521P**

40” BRAVIA Professional Full HD screen with Edge LED backlight for high-quality public display, office and educational digital signage

The KDL-40EX521P brings the acclaimed performance, style and affordability of Sony’s established BRAVIA screen technology for high-quality digital signage. These screens can truly enhance any office, educational, retail, venue and waiting area environment - bringing smart digital messaging to all.

Great for environments that demand sharp pictures in a mid-size screen, the remarkably slim KDL-40EX521P features Full HD resolution, Edge LED backlight and a Light Sensor for bright, clear images. You can even connect to the Internet, thanks to the RJ45 connector.

A Presence Sensor is included for eco-conscious, energy-saving economy, dimming the screen during quiet times - whilst USB playback ensures quick content deployment.

The KDL-40EX521P comes bundled with the HDMI-RS232C converter box and a 3-year warranty for professional use.

# Features

### High contrast with Edge LED Backlight

High contrast makes your screen images vibrant, and Sony achieves infinite dynamic contrast ratio with the Edge LED Backlight. This system adjusts backlight brightness according to the picture content. Compared with conventional, fluorescent tube backlighting, the LEDs enable a thinner profile and higher energy efficiency, being around a third of the depth, and consuming less power.

### Standard External Control Terminals

The HDMI-RS232C converter box allows you to turn on the display, switch the input signal, adjust the volume control and more.

### Light Sensor

The Light Sensor ensures that the brightness of your screen is adjusted to the brightness of its environment. You get a great picture, save energy, and it’s automatic.

### Presence Sensor

Save energy automatically with Sony’s Presence Sensor, an infrared motion detector that automatically dims the screen when no one is watching, and switches it to Standby Mode if you do not return within 30 minutes.

### Internet Capability

All models feature RJ45 input and wifi capability (with extra external accessories), allowing customers to surf the web via the built-in browser.

### Skype™ Ready

Now BRAVIA Professional owners can take advantage of free Skype-to-Skype Internet voice and video calls. Widely popular for PC-based phone calls, the Skype service is a great way to keep in touch with friends and family at little or no cost. Sony makes it easy – simply attach the dedicated Sony camera/microphone (sold separately).

### USB Playback

For easy, entry-level signage displays, you can play a variety of content straightaway from a USB memory stick, complete with looping and adjustable interval settings.

### Wide variety of input options

Models can accept a wide variety of input sources, including 4 x HDMI, laptop, Blu-ray and DVD player.

### Picture frame mode

This power-saving mode comes as standard, allowing the screen to be used to show artwork or user-generated images as if it were a picture frame.

### Enhanced on-screen interface

BRAVIA Professional displays now feature a refinement of the Xross Media Bar™ (xmb™) user interface. Now it’s easier than ever to take advantage of all of your screen’s features: the content continues to play in a window as you navigate the menus; the feature categories appear across the bottom of the screen, while the feature choices appear on the right-hand side.

# Technical Specifications

| Display Features | |
|---|---|
| Inch Size | 40" |
| Backlight Type | Edge LED |

| Display Specs | |
|---|---|
| Panel Frequency | 50Hz |
| Viewing Angle | 178 (89/89) |
| Display Resolution | Full HD |
| Aspect Ratio | 16:09 |

| Video Features | |
|---|---|
| Picture Mode | 13modes ( Vivid / Standard / Custom /Photo-Vivid / Photo-Standard / Photo-Original / Photo-Custom / Cinema / Game-Standard / Game-Original / Graphics / Sports / Animation) |
| Video Processing | X-Reality |
| Advanced Contrast Enhancer (ACE) | Yes |

| Audio Specs | |
|---|---|
| Speaker Position | Rear Facing |
| Audio Power Output | 10W + 10W |
| Speaker Configuration | 2 |

| Audio Features | |
|---|---|
| Invisible Speaker (w/ Sound Elevation) | Yes |
| Sound Mode | Dynamic / Standard / Clear Voice |
| Surround Effect | Cinema / Sports / Music / Game |
| Auto Mute (on no signal) | Yes |

| Network Features | |
|---|---|
| Skype™ | Yes |
| Wi-Fi Direct | Network Update(WLAN Ready model) |
| Media Remote | Yes(Network Update) |
| HTML Browser | Yes |
| DLNA | Yes |
| Wireless LAN | Ready |

| Convenience Features | |
|---|---|
| Quick Start & Viewing | Yes |
| USB HDD Rec | Ready |
| Twin Picture | PAP (Variable) |
| Control for HDMI (HDMI CEC) | Yes |
| Skin Naturalizer | Yes |
| Scene Select | Photo / Music / Cinema / Game / Graphics / Sports / Animation |
| i-Manual | Yes |
| PAP/PIP | Yes / Yes |
| Input Skip | Automatic |
| On Screen Clock | Yes |
| Sleep Timer / On/Off Timer | Yes / Yes |
| USB Play | Yes |
| Picture Frame Mode | Yes |
| Multiple Language Display | 27 Languages |

| Sensing Features | |
|---|---|
| LightSensor | Yes |
| Presence Sensor | Yes |
| Dynamic Backlight Control | Yes |
| Backlight Off Mode | Yes |

| General Features | |
|---|---|
| Finish (Surface Color) | Black |
| Hotel Mode Menu | Yes |
| RS-232C Control | Yes ( with supplied HDMI converter box) |

| Design Features | |
|---|---|
| Stand Swivel | Yes (Left 20°/Right 20°) |
| Stand Tilt | Yes (0°- 6° Flexible) |

| Inputs and Outputs | |
|---|---|
| RF Connection Input(s) | 1 (Rear) |
| Composite Video Input(s) | 1 (Rear/1 Hybrid) |
| Component Video (Y/Pb/Pr) Input(s) | 1(Rear/Hybrid) |
| SCART (without Smartlink) | 1(Rear) |
| HDMI™ Connection(s) (Total) | 4(1 Side/3Rear) |
| PC In (D-Sub) + Audio In (Stereo Mini) | D-Sub 1(Side) / Mini 1(Rear) |
| Video Out (SCART) | 1 (Rear) |
| Analog Audio Input(s) (Total) | 1(Rear) |
| Digital Audio Output(s) | 1(Rear) |
| Audio Out | 1(Side) Hybrid w/HP |
| Headphone Output(s) | 1(Side) Hybrid w/Audio out |
| USB | 2(Side) |
| Ethernet Connection(s) | 1(Rear) |
| RS-232C Input(s) | Yes ( with supplied HDMI converter box) |
| PCMCIA Slot(s) | 1 (Side) |
| HDMI™ PC Input | Yes |

| Power | |
|---|---|
| Power Requirements | AC 220-240V / 50Hz |
| Power Consumption (in Operation) | Home Mode: 56W Shop Mode: 88W (32") |
| | Home Mode: 65W Shop Mode: 113W (40") |
| | Home Mode: 68W Shop Mode: 114W ( 46") |
| Power Consumption (in Standby) | 0.3W |

| Regulation and Standard Compliance | |
|---|---|
| VESA® Hole Spacing Compatible | Yes |
| VESA® Hole Pitch | 20 x 20cm (32") 30 x30cm (40",46") |

| Measurements & Weights (Approx.) | |
|---|---|
| TV only (W x H x D) | Approx. 75.5x48.0x4.2(3.0) cm (32") |
| | Approx. 94.3x58.6x4.2(2.95) cm (40") |
| | Approx. 107.8x66.0x4.2(2.98) cm (46") |

| Weights (Approx.) | |
|---|---|
| TV only | Approx. 7.7 Kg (32") |
| | Approx. 11.2 Kg (40") |
| | Approx. 14.2 Kg (46") |

| Recycled & Recyclable Materials | |
|---|---|
| Packaging Materials | Recycled Carton (more than 70%) |

| Supplied Accessories | |
|---|---|
| RM-ED045 (Affordable_AEP) | Remote Control |
| separate (HDMI connection required) | HDMI-RS232C Converter |
| separate (assembly required) | Table Top Stand |